



PRO AM SLOPE STYLE EVENT  
INTERNATIONAL FREESTYLE ATHLETES  
VERBIER.SWITZERLAND.12-13.DECEMBER.2009

## **VERBIER RIDE 09 VERBIER, SWITZERLAND on the 12<sup>th</sup> + 13<sup>th</sup> December 2009**

The Verbier Ride 09 is laying on a freesports festival packed with on-slope action from some of Europe top New School freestyle skiers from various international ski teams. Athletes will gather in Verbier on the 12<sup>th</sup> December 2009 to compete in a world class Slope Style pro/am event.

The Verbier Ride 09 is a European level pro/am Slope Style event offering athletes over 500 hours of TV airtime and the chance to gain credibility through the media to allow riders careers to develop because of exposure. The event runs on the 12<sup>th</sup> and 13<sup>th</sup> December, 12<sup>th</sup> being Qualification day and 13<sup>h</sup> the grand final.

Event Director, Warren Smith, said, "We're really looking forwards to Verbier Ride 09. Last season Slope Style event was incredible and really stoked the riders and the spectators. This year we have combined park shaping experience with the latest machinery to give the riders a top level Snowpark in the La Chaux areas of Verbier. Our main focus for this year is to get the TV coverage out across the globe in HD (High Definition) television format. This involved an extra investment into the event production but opens the broadcasting possibilities and quality levels to give the best impression of freestyle action. We will get over 500 hours of TV coverage for Verbier Ride 09 which equates to millions of viewers across the globe. The extra HD format as well as the standard format will only give better coverage to athletes and further push freestyle skiing to a wider audience."

Many athletes from the Saas-Fee and London Ride events will be travelling to Verbier for the competition. You can expect to see some amazing tricks at Verbier Ride 09 on the kickers and the rails in the Slope Style course.

### **Slope Style**

Is one of the most sort after disciplines from a freestyle athlete. It showcases their true talent with a variety of Big Air kickers and Rails to test the rider's skill and consistency. The Verbier Snowpark course is shaped by a variety of talented athletes and technicians.

### **After Party**

The athletes from the event will be heading to Farinet and Casbah on the evening of the 12<sup>th</sup> December for the Hed Kandi night. Hed Kandi is the most popular night on the Verbier scene so be prepared for as much action in the bar as on the mountain!

The media will be there in force too. A 24 minute TV program of the event is being filmed and distributed world-wide by Quattro Media. A news highlights broadcast from Ride Freesport will also go out after the event by internet.

Freesport will ensure the best runs and hits of the event are broadcast in High Definition, Standard Definition, Web Resolution, IPOD and mobile phone formats for true global TV viewing. The Verbier Ride 09 will no doubt be another action packed weekend and a core freeskiing event. The core values of freeskiing remain community, respect and adventure. Add to that a massive layering of fun and you have the Verbier Ride 09. See you there!